

# Vision and Goals

## Introduction

The City of San Bruno is in the process of developing its first comprehensive Pedestrian and Bicycle Master Plan—a project referred to for public-outreach purposes as the Walk 'n Bike Plan. Generally speaking, the overarching objective of the plan is to make walking and biking in San Bruno safer and easier for both transportation and recreation. The City is committed to developing a comprehensive, citywide plan that responds to the main needs and concerns of the San Bruno community—residents, students, workers, visitors, City staff and officials and others—with respect to walking and biking, and that incorporates ideas and suggested solutions that are viable and appropriate for the community based on this planning effort.

The Walk 'n Bike Plan is a long-range planning document meant to guide the City's decisions about walking and biking for many years into the future. It will, at its heart, contain a set of prioritized projects and programs, as well as recommended policies and practices, to make walking and biking in San Bruno safer, easier, more convenient and more popular. Based on these projects and programs and other recommendations, an initial work program of improvements will be developed for implementation by the City within the first ten years of the plan's anticipated adoption by the City Council in 2016.

This briefing paper begins by describing the considerations that went into formulating both a vision statement for the Walk 'n Bike Plan and the more detailed goals contained within the overall objective of making walking and biking in San Bruno safer and easier. The paper then lays out the plan's vision statement; this is an overarching statement describing the desired state of walking and biking in San Bruno ten years from now that would result from expected implementation of the plan. Lastly, the paper outlines the more detailed goals behind the Walk 'n Bike Plan.

## Visioning process

In developing the vision statement and goals for the plan, we began by examining San Bruno's main policy documents that address walking and biking. The main relevant policy documents are the City's General Plan (adopted in 2009), Complete Streets Policy (2012), Transit Corridors Plan (2013) and San Bruno / South San Francisco Community-Based Transportation Plan (2012). The review of these documents was intended to ensure that the vision and goals of the Walk 'n Bike Plan reflect, are consistent with, refine or clarify policy statements from those key related plans. The "Existing Conditions" report for the Walk 'n Bike Plan, prepared as part of an earlier task, includes brief descriptions and highlights of these documents.

Additionally, in formulating the vision statement and goals the project team drew heavily from the needs assessment process conducted for the Walk 'n Bike Plan. This process consisted of gathering information from the general public on the obstacles and challenges to walking and biking in the city; the needs and concerns of local pedestrians and cyclists; specific problem areas and locations; and ideas and suggestions



for improving conditions. The process offered many opportunities for public engagement, input and participation, and resulted in approximately 1,300 comments from the public. The comments present a rich picture of the community's thoughts and opinions about walking and biking in San Bruno. A report on the needs assessment, also prepared as part of an earlier task, describes the process extensively, presents all the comments received and summarizes the themes that emerged as especially important areas of concern and as key focus areas for improvements.

## Vision statement

As mentioned in the introduction, the vision statement for the Walk 'n Bike Plan is an overarching statement describing the desired state of walking and biking in San Bruno ten years from now that would result from expected implementation of the plan. It should be achievable at a stretch—in other words, in equal measures realistic and ambitious—and be designed to both inspire and challenge City staff, officials and the broader community. Below is the draft vision statement for the plan:

*Walking and bicycling in San Bruno are safer, more pleasant, more convenient and more accepted as transportation and recreation options than ever before. People of all ages, backgrounds and abilities enjoy an improved network of sidewalks, street crossings, bike lanes, bike routes and walking and biking paths and trails to access more destinations, more easily. They also have access to an expanded range of programs, events and activities in the areas of pedestrian and bicycle safety, education, encouragement and promotion.*

*The public views walking and biking in a positive light by recognizing the benefits of these modes to personal and public health, mobility, neighborhood livability, social interaction, the local economy and the environment, and it supports continued improvements. The City administration recognizes the benefits too, and it embraces opportunities to integrate walking and biking as vital parts of a more balanced multi-modal transportation network by developing new facilities, improving existing ones, enhancing traffic enforcement and adopting other supportive policies and practices. The City of San Bruno is experiencing an exciting and*

*beneficial trend of an ever-increasing transportation mode shift away from driving and towards walking and biking.*

## Goals

Fundamentally, the main guiding objective of the Walk 'n Bike plan is to make walking and biking in San Bruno safer and easier for both transportation and recreation. Within this very general objective lies a set of more detailed goals, or policy directions. The goals are statements of purpose outlining the general ends that the City hopes to achieve by implementing the Walk 'n Bike Plan; as such, they establish the broad thematic areas in which the City should concentrate its efforts related to walking and biking. The goals are meant to support achievement of the vision statement, provide City staff and officials guidance in implementing the plan, and more generally, guide the evolution of walking and biking in San Bruno over the next ten years and beyond. (It should be noted that even more detailed policies, actions and practices will be developed and recommended, along with improvement projects and programs, during the next task in the planning process.)

Below are the main proposed goals of the Walk 'n Bike Plan. In some cases, the City will need to rely on the cooperation of other agencies and organizations, including the County and other adjacent jurisdictions, the San Bruno Park School District, the City and County Association of Governments of San Mateo County and local employers to accomplish the goals.

- ❶ Reduce the safety risks of pedestrians and cyclists and **improve safety** through a variety of means but especially by enhancing crossings and intersections and stepping up the enforcement of traffic laws against distracted and aggressive driving. Priority for improvements should be given to the major intersections along the City's arterials and near schools.
- ❷ Make walking **more pleasant and convenient** by filling in sidewalk gaps; repairing existing sidewalks and removing obstacles; providing amenities such as pedestrian-oriented street lighting, benches and landscaping; and enhancing enforcement of parking regulations against cars blocking the sidewalk. Priority for improvements should be given to the City's arterials, streets in the downtown and key routes to school and to transit.
- ❸ Implement a citywide **network of designated bikeways** consisting of bike lanes, routes, paths and, if feasible, traffic-calmed bicycle boulevards. The network should provide connections between the east and west parts of the City; north and south to South San Francisco and Millbrae; and between residential neighborhoods and key destinations such as downtown, the BART and Caltrain stations, schools, parks and open space, civic buildings and commercial and employment areas.
- ❹ Alongside other pedestrian and bicycle improvements, and as opportunities arise, create **multi-use paths and trails** for both recreation and transportation. In particular, explore access, linkages and connections between the east and west parts of the City; through Crestmoor Canyon; to the San Andreas, Centennial Way and Bay Trails; and to Sweeney Ridge and Milagra Ridge, located just west and north, respectively, of the city limits.

- ⑤ Tame **traffic speeds** using a variety of strategies, but especially context-appropriate physical traffic-calming measures and enhanced traffic enforcement. Priority should be given to the arterials and key routes to school and to transit.
- ⑥ Establish a **spot-improvement program** to respond to requests for minor fixes, repairs and maintenance of facilities such as repainting crosswalks and bike lanes, smoothing rough or uneven surfaces, removing debris and clearing overgrown vegetation.
- ⑦ Increase the **functionality of the bikeway network** with signage, bicycle-detection technology at key traffic lights and ample and well-designed bicycle parking at key destinations, particularly the transit stations and major commercial and employment sites.
- ⑧ Complement the physical infrastructure for walking and biking by providing or facilitating a suite of **support programs, activities and events** in the areas of pedestrian and bicycle safety, education, encouragement, promotion and enforcement, particularly ones geared toward school children.
- ⑨ In all transportation improvements, incorporate as appropriate considerations related to **complete streets and disabled access** to ensure that streets and facilities serve all applicable types of users—including pedestrians, cyclists, children, seniors and the disabled—safely and conveniently.
- ⑩ Implement pedestrian- and bicycle-related provisions in the City's General Plan, Transit Corridors Plan, Bicycle and Pedestrian Connectivity Study and Community-Based Transportation Plan; continue to support the Grand Boulevard Initiative; and integrate pedestrian- and bicycle-supportive provisions related to urban, site and building design into all future **land use plans**.